THE CHICAGO WHOLESALER

CATALOG # 105

TS199-C532

© 1939

TS
199
C532

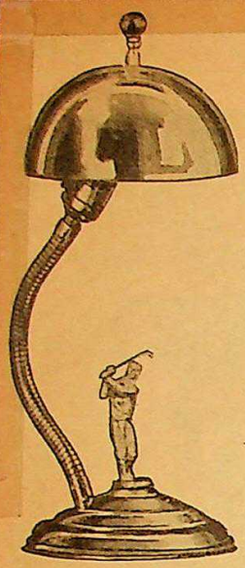
KEEP ON GIFTS + NOVELTIES SHELF

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

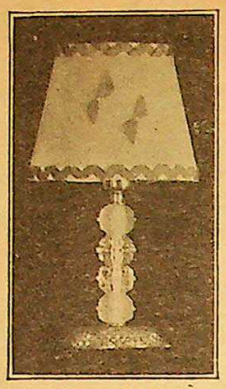
Here's the Newest in Novelty Lamps

• New • Different • Artistic • Top Sellers



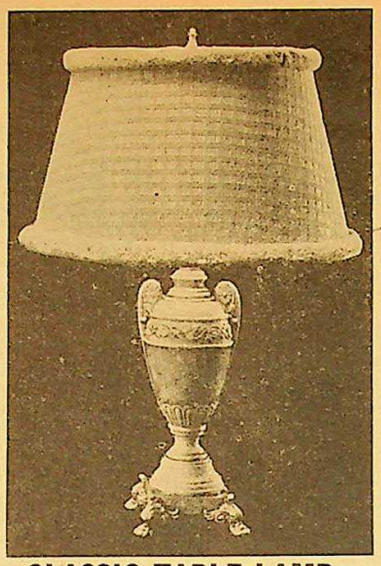
Golfer Lamp

All chrome plated with swivel arm and 6 in. half ball shade wired with push through socket.
No. 14E219 — List $1.95.
Ea. $1.35
Less 2% **$1.32**



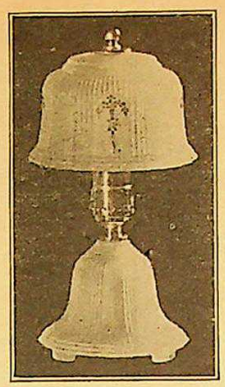
Boudoir

Crystal and Satin beaded ball boudoir lamp with diamond cut glass design with white crystal pleatex shade. Height approximately 13 inches.
No. 14E204—List $1.75.
Ea. $1.20. **$1.18**
Less 2% ....



CLASSIC TABLE LAMP

Large and massive lamp. 21 in. high, with base entirely made of brass. Beautiful silk shade in antique white. Sells on sight.
No. 20E28—List $8.00.
Each $4.00. Less 2% **$3.92**



Hand Decorated

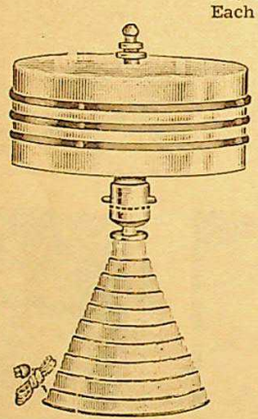
Glass Boudoir Lamp in moire satin finish. Rose and Green. Hand decorated shade matches a very graceful base. Height 10 inches.
No. 14E87 — List $1.50.
Ea. 85c.
Less 2% **83c**

Parachute Lamp

Base and Shade have antique ivory finish with lacquered etching — a striking effect. Switches mounted in top ring. Uses 30 watt bulb.
No. 14E218 — List $1.50.
Ea. 90c.
Less 2% **88c**

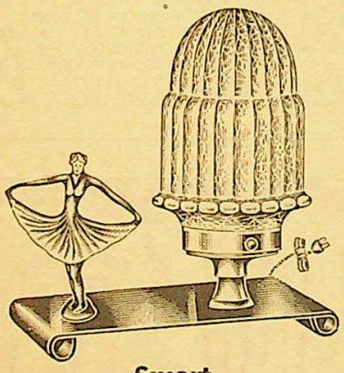
Stratosphere Lamp

Height 12 in. Has heavenly blue color globe decorated with stars and planets. Cone shaped base; polished metal fittings. Wired with cord and plug.
No. 14E82—List $1.50.
Ea. 95c. Less 2% **93c**



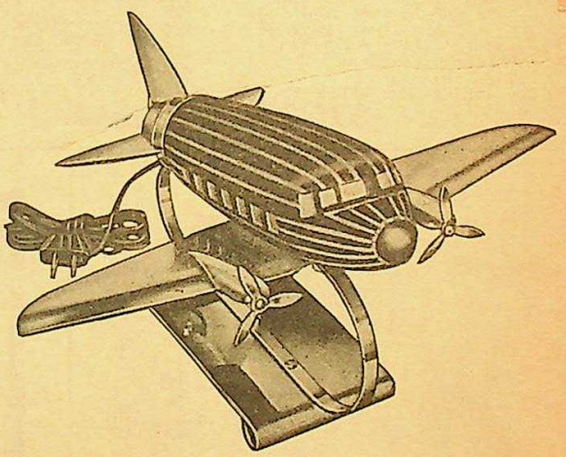
Metal Shade

A sensationally popular lamp — the "Stratosphere." Metal shade finished in chrome and black. Glass frosted Stratosphere step up base. Nickel push thru socket. Height 11 in. Packed one in carton.
No. 14E74 — List $1.75. Ea. $1.20.
Less 2% **$1.18**



Smart Figure Lamp

Chrome Base is 7 inches long and 3¾ inches wide. Figure stands 4 in. high and is all chrome plated. Crackled white glass shade. Completely wired with pull chain socket, cord and plug.
No. 14E208—List $1.50.
Each $1.00. Less 2% **98c**

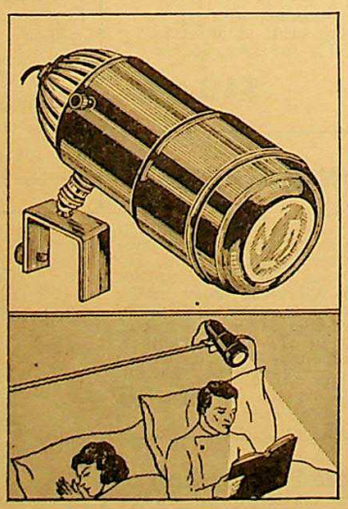


Aeroplane Lamp

Exact reproduction of twin motor cabin plane. Fully wired with rubber cord and plug. All parts of metal, heavy chrome plate, except cabin which is heavy frosted glass. Light in cabin. Length 13 inches. Wing spread 13 inches.
No. 14E196—White or blue frosted cabin. List $4.00. Ea. $2.20. Less 2% ... **$2.15**

Bed and Vanity Set

Glass cylinders with satin white cut design cylinders. Chrome trim. Bed lamp is 11 in. long, torchier 13" high.
No. 14E200—3 pc. set. List $4.00.
Set $2.25. **$2.20**
Less 2% .....
No. 14E201—Bed Lamp only. List $1.50. Each 75c. **73c**
Less 2% .....



A Better Quality Spot Lamp

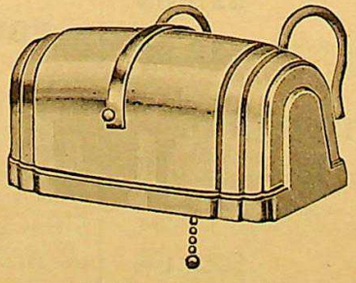
Permits one to read and the other to sleep because the beam can be focused in one spot, easily adjusted up, down, sideways. Blue "Da Lite" lens. Convenient on and off switch. Bronze or ivory.

No. 14E350—
List $1.50.
Each 80c.
Less 2%

78c

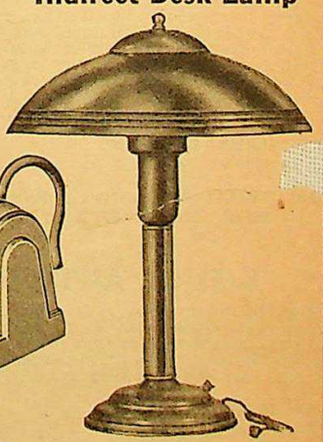
CHICAGO WHOLESALE'S VALUES MEAN NEW CUSTOMERS FOR YOU

BED LAMP



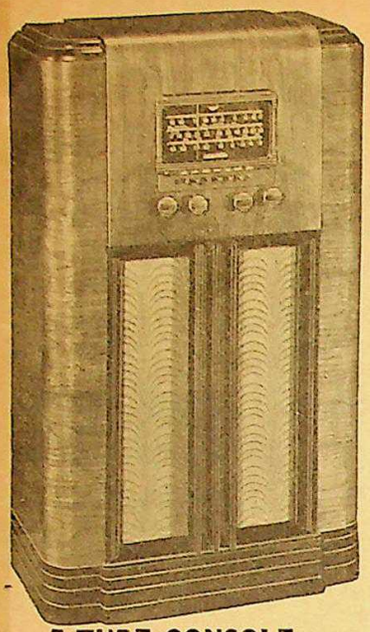
8½" x 3¾" untarnishable bakelite shade. Instantly attached by snap-on springs. Neat metal ornament covers a series of ventilating holes. Finishes —walnut, ivory, pastelle green, orchid, rose or blue.
No. 14E273A — List $3.00.
Ea. $1.50. **$1.47**
Less 2% .....

Indirect Desk Lamp



With 12-in. Shade. Smart modern all-purpose Lamp for home, office or study. Of sturdy all-metal construction, in a very durable high-gloss metallic bronze finish with gold trim. Rubber tripped legs. Height 16 inches.
No. 14E206—List $3.00. Ea. $2.15. **$2.11**
Less 2% .....
Per dozen $24.00

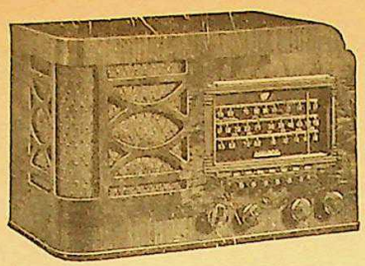
Nationally Famous "HOWARD" Radios for 1939



7-TUBE CONSOLE

Howard Perm-a-matic automatic tuning 3 bands, electronic tuning eye, copper plated chassis, slide rule dial tone control, 12 in. dynamic speaker. Walnut veneer cabinet, waterfall front. 39 in. high, 23 in. wide.

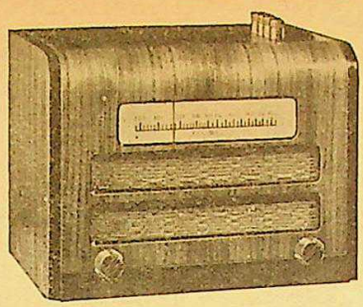
No. 18E170—List $59.50. Each $35.97. Less 2% **$35.25**



HOWARD 8-Tube Model

The ultimate in a table model, Perm-a-Matic automatic tuning —3 band 540 K.C. to 22,000 K.C. Electronic tuning eye. Heavy 8 in. speaker. Gorgeous cabinet of stump walnut trimmed in Oriental walnut. List $59.95.

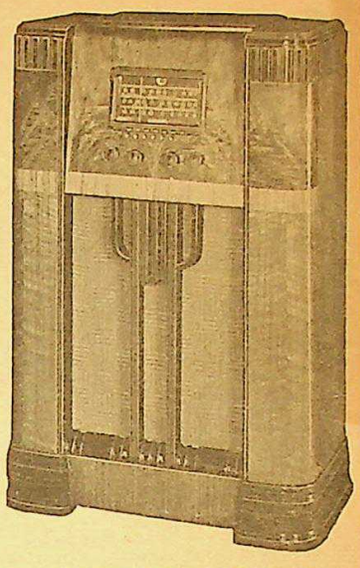
No. 18E153—List $59.50. Each $35.97. Less 2% **$35.25**



HOWARD 5-Tube Model

A five-tube AC superhetrodyne with automatic volume control. 5½" dynamic speaker, perfected push-button tuning—any button can bet set for any station on the dial. Beautifully designed striped Walnut cabinet.

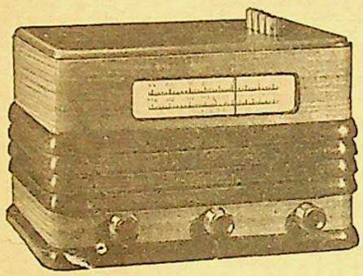
No. 18E152—List $19.95. Each $14.24. Less 2% **$13.96**



11-TUBE CONSOLE

Designed and built by master craftsmen. A beautiful 41" console of walnut. Indirect control panel, fly wheel tuning, slide rule dial, perm-a-matic tuning, three bands, electronic tuning eye, copper plated chassis, 12 in. dynamic speaker. 11 Howard matched tubes 41 in. high, 26" wide.

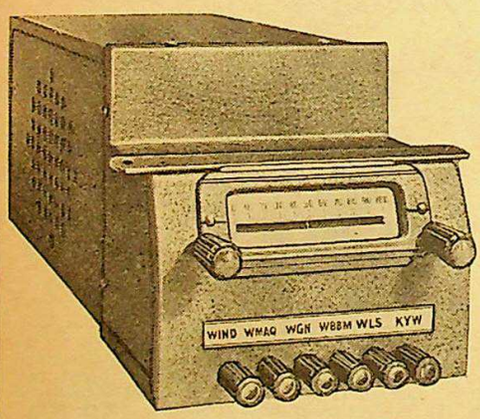
No. 18E172—List $89.95. Each $53.97. Less 2% **$52.90**



5-TUBE AC AUTOMATIC SUPERHETRODYNE

Highest quality five-tube straight AC superhetrodyne with automatic volume control, two band receiver incorporating a short wave band, covering Police, Aircraft, Amateur, Domestic and Foreign short wave stations. Has a solid Walnut cabinet of exceptionally beautiful appearance unsurpassed by any radio.

No. 18E171—List $29.95. Each $17.97. Less 2% **$17.51**



5-TUBE AUTO RADIO

Here is an auto radio that has everything. The last word in performance and design. 5 tube superhetrodyne, automatic volume control. Six station finger tip mounting, large slide rule dial, 5 in. dynamic speaker, no supressors needed. Single unit under dash mounting. Easily installed and antenna compensator.

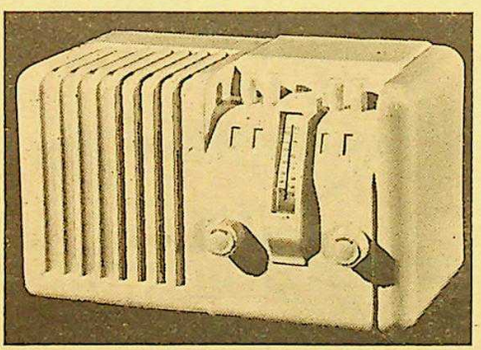
18E208—List $27.50. ... $15.95. Less 2% **$15.63**

No. 18E208A—Without Push Buttons. List $24.95. Each $13.25. Less 2% **$12.98**

6-TUBE AUTO RADIO

The Ultra in auto radio performance—6 tube superhetrodyne with 6 in. external speaker. 3 gang condensor, 6 station finger top dial, under-dash mounting, separate speaker for perfect tone. Automatic volume control, easily installed.

No. 18E209—List $39.50. Each $23.10. Less 2% **$22.64**



6-TUBE A.C. D.C.

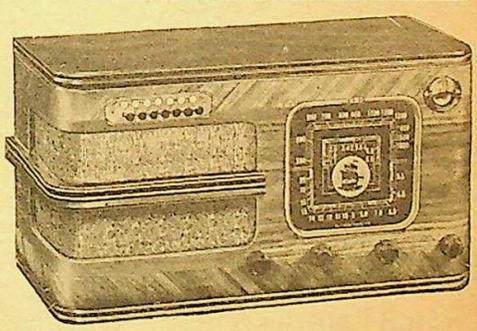
A beautiful radio. Noted for its performance and dependability. Improved hetrodyne circuit, fine automatic volume control. Illuminated 3-color dial, 4 station finger tip tuning, six tubes. 5" dynamic speaker. Covers standard and police band broadcasts. Mystic wand built in antenna. Ivory plastic cabinet. Size 11⅜ in. long, 6¾ in. high, 5¾ in. deep.

No. 18E210—List $21.95. Each $10.60. Less 2% **$10.49**

PORTABLE PHONOGRAPHS
MODEL 7-A

A portable phonograph rich in design and appearance but low in price without sacrifice in high quality reproduction. Covering and linng is black, water-proof artificial leather. Long running American made motor and will play both ten and twelve inch records. Tapered throw-back tone arm and reflecting tone chamber. Metal grill covers the opening of the tone chamber. Record holder will carry ten records. All hardware heavily nickel plated. Case size 11 by 13¾ by 6½ inches. Weight 12 lbs.

No. 18E211—Each $7.00. Less 2% **$6.86**



SPECIAL VALUE!

8-TUBE SUPERHETRODYNE

This 8 tube A.C., D.C. is a 3 band superhetrodyne, equipped with magic eye, tone control, full size dynamic speaker, automatic volume control. Cabinet is of high grade walnut and mohogany veneers. Grane 6 in. gold dials, 3 full band foreign short wave, airplane, police calls and standard American broadcasts. Cabinet measures 19½x11x8.

No. 18E72—Without Automatic Tuner, Each $20.00. Less 2% **$19.60**

DEALERS!

We call your attention to the Portable radio listed on the opposite page. This type of radio will be a big seller this summer. Stock up now. Don't lose this extra business.

Master Portable Phonograph

Master in tone quality and performance, tone chamber is nearly 15 in. long. Screen specially tapered. Plays 10" or 12" records and equipped with spring cover needle cup, tapered throw-back arm and strong motor. Case has padded top and covered with waterproof artificial leather.

No. 18E212—Each $9.35. .... Less 2% **$9.16**